

Fireside Chat | **[Revenue Generation]** Relate Marketing & Sales to Customer Journey: How “Smarketing” Go Hand-in-Hand to Support Greater Sales, Profit & Cost-Effectiveness



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On a scale of one to ten, how you would rate the strength of your relationship with your sales team

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Question 1

Where do you start?

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Question 2

From apathy to advocacy: How do you bridge that gap?

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Question 3

So...how does this drive revenue?

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Key Takeaways

- **Vicky Takeaway:** (to avoid repetition of Sapna’s) It’s vital to speak a shared language with the sales and operations teams; to explain marketing strategy and tactics in a way that demonstrates a shared focus on the business performance and the metrics that matter most to the team that we’re talking to.
- **Sapna Takeaway:** Collaboration with the sales teams is paramount to the success of the firm. The magic happens when results are shared, there is mutual respect and a co-dependency develops.

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Q&A



Scan here to submit your questions!